

## LAMPIRAN

### **Kuesioner: Pengaruh *Brand Personality* Terhadap Keputusan Pelanggan Dalam Menggunakan Jasa Belajar Tari Di Mila Art *Dance School*.**

Dengan hormat,

Dalam rangka penyusunan proposal tesis sebagai salah satu syarat kelulusan program Pasca Sarjana Institut Seni Indonesia Magister Tata Kelola Seni, peneliti berusaha untuk mengumpulkan data dan informasi mengenai **“Pengaruh *Brand Personality* Terhadap Keputusan Pelanggan Dalam Menggunakan Jasa Belajar Tari Di Mila Art *Dance School* “.**

Oleh karena itu, saya ingin mengajak Ibu, Bapak, Kakak, Adik-adik dan saudara untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. saya sangat berterimakasih atas kesediaan dan partisipasi Ibu, Bapak, Adik-adik dan saudara dalam meluangkan waktu untuk mengisi kuesioner ini. Adapun kriteria untuk mengisi kuesioner adalah:

1. Pelanggan yang sudah terdaftar menjadi anggota *MAD School* dan pada saat ini sedang menjadi siswa di *MAD School*
2. Pelanggan yang berdomisili di Yogya
3. Pelanggan yang sudah berumur 12 tahun ke atas

Atas perhatian dan kerjasamanya, saya ucapkan terimakasih.

## Lembar Kuesioner Penelitian

### **Petunjuk Umum Pengisian Kuesioner**

Kuesioner di bawah ini memuat sejumlah Pertanyaan/Pernyataan. Isi atau berikan tanda silang (X).

Pada jawaban yang anda pilih.

1. Jenis Kelamin .....?
  - a. Laki-laki
  - b. Perempuan
2. Usia anda saat ini ..... tahun?
3. Pendidikan terakhir / saat ini .....?
  - a. SMP
  - b. SMA
  - c. D3
  - d. S1
  - e. S2
  - f. S3
4. Pekerjaan anda saat ini.....?
  - a. Siswa
  - b. Mahasiswa
  - c. Karyawan swasta
  - d. Wiraswasta
  - e. IRT
5. Mendapatkan Informasi tentang MAD *School* dari mana? (boleh isi lebih dari satu)
  - a. Brosur
  - b. *Facebook*
  - c. *Twitter*
  - d. *Instagram*
  - e. *Youtube*
  - f. Lisan dari keluarga, kerabat dan teman
  - g. google atau webside
6. Sudah berapa lama anda mengikuti kursus tari di MAD *School*..... Th..... Bulan?
7. Kelas apa yang anda ikuti di MAD *School*.....? (boleh isi lebih dari satu)
  - a. Kelas K-pop
  - b. Kelas Hip-Hop
  - c. Kelas Tradisional Contemporer
  - d. Kelas Tradisional Yogyakarta
  - e. Kelas Tradisional Sunda
  - f. Kelas Tradisional Sumatra
  - g. Kelas Tradisional Bali
  - h. Kelas Olah Tubuh
  - i. Kelas ballet
  - J. Kelas contemporer
  - k. Kelas Kreasi MAD
  - l. Line Dance
  - m. Kelas Yoga
  - n. Belly Dance

### **Pernyataan Urayan**

Berilah tanda silang (X) pada kolom yang paling sesuai dengan pilihan anda {Kolom Penilaian} dari STS – SS ( Sangat tidak setuju – Sangat setuju).

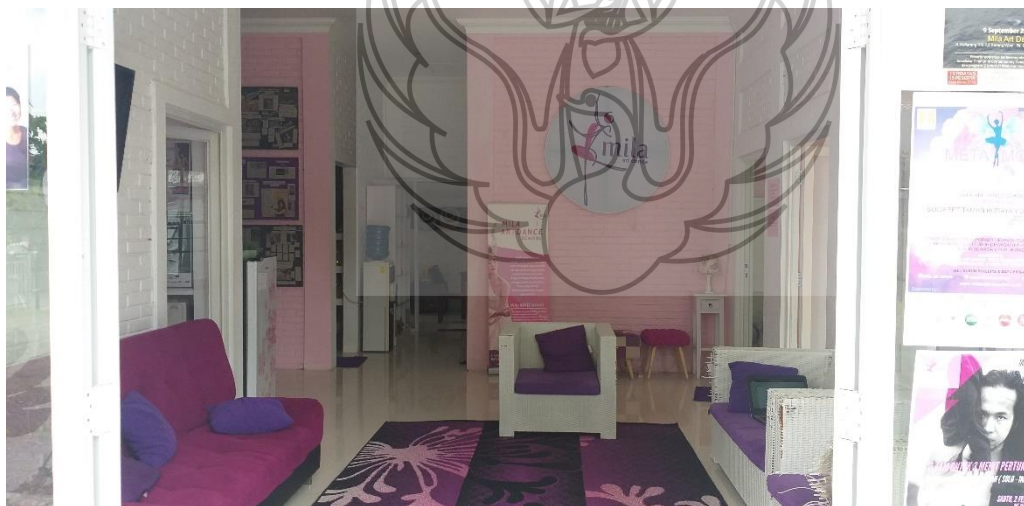
No.	<u>Pertanyaan</u>	<u>Sekala Likert</u>				
		STS	TS	N	S	SS
1 SI	MAD <i>School</i> mampu memberikan kesan menyenangkan bagi saya.					
2 SI	Saya tidak asing dengan MAD <i>School</i>					
3 SI	MAD <i>School</i> mampu menarik perhatian saya dengan ciri khasnya yang lain daripada yang lain					
1 EX	MAD <i>School</i> menunjukan sesuatu yang baru, berbeda dan tidak meniru sanggar tari lainnya.					
2 EX	MAD <i>School</i> mampu menjadi wadah untuk menuangkan ide & imajinasi saya untuk mendalami ilmu tari.					
3 EX	Pilihan Kelas yang di tawarkan MAD <i>School</i> mampu mengikuti <i>trend</i> yang digemari oleh masyarakat.					
4 EX	MAD <i>School</i> memiliki banyak pilihan kelas.					
1 CO	Saya lebih memilih belajar tari di MAD <i>School</i> dari pada di sanggar tari lainnya.					
2 CO	MAD <i>School</i> mampu mendorong saya untuk memilih menggunakan jasa belajar tarinya dibandingkan dengan sanggar tari lainnya					
3 CO	Menggunakan jasa belajar tari di MAD <i>School</i> membuat saya bangga/ bergengsi					

4 CO	MAD <i>School</i> mampu membuat saya tertarik sehingga saya ingin terus belajar di MAD <i>School</i>	STS	TS	N	S	SS
1 SO	MAD <i>School</i> mampu membuat saya kagum, sehingga saya lebih memilih jasa belajar tari di MAD <i>School</i> dibandingkan dengan sanggar tari lainnya.	STS	TS	N	S	SS
2 SO	MAD <i>School</i> mampu memberikan aliran atau gaya baru.	STS	TS	N	S	SS
3 SO	MAD <i>School</i> mampu menarik perhatian saya	STS	TS	N	S	SS
4 S0	MAD <i>School</i> memiliki selera yang berlevel tinggi, sehingga mampu membuat saya kagum.	STS	TS	N	S	SS
1 RU	Belajar tari di MAD <i>School</i> sangat bermanfaat bagi saya	STS	TS	N	S	SS
2 RU	MAD <i>School</i> memiliki ciri khas yang berbeda dari sanggar lain	STS	TS	N	S	SS
3 RU	MAD <i>School</i> memiliki kelas tertentu yang membuat saya bangga.	STS	TS	N	S	SS
4 RU	Pilihan kelas yang ditawarkan MAD <i>School</i> selalu mengikuti perkembangan jaman.	STS	TS	N	S	SS
1 KP	Untuk memenuhi kebutuhan saya dalam mempelajari ilmu tari, saya menggunakan jasa belajar tari di MAD <i>School</i> .	STS	TS	N	S	SS
2 KP	Saya selalu mengumpulkan Informasi sebelum menggunakan jasa belajar tari di MAD <i>School</i> .	STS	TS	N	S	SS
3 KP	Pilihan kelas tari yang ditawarkan MAD <i>School</i> sesuai dengan keinginan saya.	STS	TS	N	S	SS

## ***MAD SCHOOL***



Gambar 24. Gedung MAD School



Gambar 25. Ruang Tunggu MAD School





Gambar 26. Studio 1 MAD School



Gambar 27. Studio 2 MAD School



Gambar 28. Penyebaran Kuesioner



Gambar 29. Penyebaran Kuesioner

```

NEW FILE.
DATASET NAME DataSet1 WINDOW=FRONT.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT TOTALY
  /METHOD=ENTER TOTALSI.

```

## Regression

### Notes

Output Created	25-NOV-2019 17:36:55	
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
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	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TOTALY /METHOD=ENTER TOTALSI.	
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.12
	Memory Required	1876 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1]



**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TOTALSI <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 <sup>a</sup>	.409	.405	1.106

a. Predictors: (Constant), TOTALSI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.674	1	133.674	109.280	.000 <sup>b</sup>
	Residual	193.270	158	1.223		
	Total	326.944	159			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALSI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.042	.768		6.566	.000
	TOTALSI	.616	.059	.639	10.454	.000

a. Dependent Variable: TOTALY

**REGRESSION**

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT TOTALY
/METHOD=ENTER TOTALEX.

```

**Regression**

### Notes

Output Created	25-NOV-2019 17:37:40	
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TOTALY /METHOD=ENTER TOTALEX.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.19
	Memory Required	1876 bytes
	Additional Memory Required for Residual Plots	0 bytes

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOTALEX <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 <sup>a</sup>	.362	.357	1.149

a. Predictors: (Constant), TOTALEX

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.203	1	118.203	89.471	.000 <sup>b</sup>
	Residual	208.740	158	1.321		
	Total	326.944	159			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALEX

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.225	.934		4.523	.000
	TOTALEX	.492	.052	.601	9.459	.000

a. Dependent Variable: TOTALY

**REGRESSION**

/MISSING LISTWISE  
 /STATISTICS COEFF OUTS R ANOVA  
 /CRITERIA=PIN(.05) POUT(.10)  
 /NOORIGIN  
 /DEPENDENT TOTALY  
 /METHOD=ENTER TOTALCO.

**Regression**

### Notes

Output Created	25-NOV-2019 17:38:07	
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	Split File	<none>
	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TOTALY /METHOD=ENTER TOTALCO.	
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.06
	Memory Required	1876 bytes
	Additional Memory Required for Residual Plots	0 bytes

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOTALCO <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 <sup>a</sup>	.396	.392	1.118

a. Predictors: (Constant), TOTALCO

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.487	1	129.487	103.613	.000 <sup>b</sup>
	Residual	197.456	158	1.250		
	Total	326.944	159			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALCO

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.867	.611		11.242	.000
	TOTALCO	.366	.036	.629	10.179	.000

a. Dependent Variable: TOTALY

**REGRESSION**

/MISSING LISTWISE  
 /STATISTICS COEFF OUTS R ANOVA  
 /CRITERIA=PIN(.05) POUT(.10)  
 /NOORIGIN  
 /DEPENDENT TOTALY  
 /METHOD=ENTER TOTALSO.

**Regression**



### Notes

Output Created	25-NOV-2019 17:38:40	
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TOTALY /METHOD=ENTER TOTALSO.	
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.08
	Memory Required	1876 bytes
	Additional Memory Required for Residual Plots	0 bytes

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOTALSO <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 <sup>a</sup>	.470	.467	1.047

a. Predictors: (Constant), TOTALSO

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.821	1	153.821	140.384	.000 <sup>b</sup>
	Residual	173.123	158	1.096		
	Total	326.944	159			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALSO

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.633	.629		8.957	.000
	TOTALSO	.436	.037	.686	11.848	.000

a. Dependent Variable: TOTALY

**REGRESSION**

/MISSING LISTWISE  
 /STATISTICS COEFF OUTS R ANOVA  
 /CRITERIA=PIN(.05) POUT(.10)  
 /NOORIGIN  
 /DEPENDENT TOTALY  
 /METHOD=ENTER TOTALRU.

**Regression**

### Notes

Output Created	25-NOV-2019 17:39:25	
Comments		
Input	Active Dataset	DataSet1
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TOTALY /METHOD=ENTER TOTALRU.	
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.14
	Memory Required	1876 bytes
	Additional Memory Required for Residual Plots	0 bytes

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TOTALRU <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 <sup>a</sup>	.478	.475	1.039

a. Predictors: (Constant), TOTALRU

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.362	1	156.362	144.830	.000 <sup>b</sup>
	Residual	170.581	158	1.080		
	Total	326.944	159			

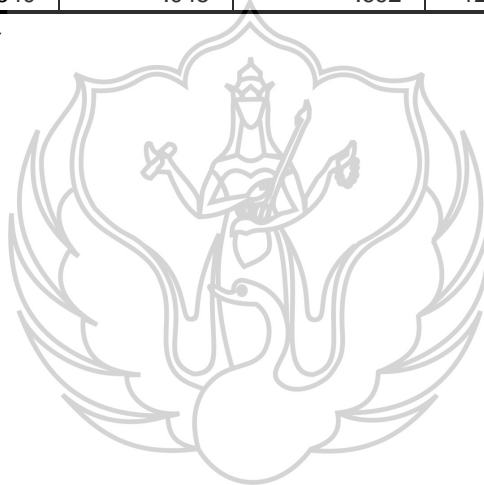
a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALRU

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.567	.790		4.517	.000
	TOTALRU	.540	.045	.692	12.035	.000

a. Dependent Variable: TOTALY



## Regression

### Notes

Output Created		04-DEC-2019 20:22:36
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER SI EX CO SO RU  /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:03.13
	Elapsed Time	00:00:03.45
	Memory Required	2684 bytes
	Additional Memory Required for Residual Plots	536 bytes
Variables Created or Modified	RES_1	Unstandardized Residual



**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	RU, SI, EX, CO, SO <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 <sup>a</sup>	.549	.535	.978

a. Predictors: (Constant), RU, SI, EX, CO, SO

b. Dependent Variable: Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	179.629	5	35.926	37.556	.000 <sup>b</sup>
	Residual	147.315	154	.957		
	Total	326.944	159			

a. Dependent Variable: Y

b. Predictors: (Constant), RU, SI, EX, CO, SO

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	2.864	.863		3.318	.001	
	SI	.208	.088	.216	2.379	.019	.354
	EX	.036	.073	.044	.492	.624	.372
	CO	-.018	.062	-.031	-.286	.775	.254
	SO	.198	.069	.312	2.885	.004	.250
	RU	.215	.081	.275	2.639	.009	.269

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics
		VIF
1	(Constant)	
	SI	2.826
	EX	2.689
	CO	3.942
	SO	3.992
	RU	3.717

a. Dependent Variable: Y

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	SI	EX	CO
1	1	5.975	1.000	.00	.00	.00	.00
	2	.012	22.295	.38	.00	.01	.13
	3	.005	36.320	.05	.62	.00	.01
	4	.003	41.433	.46	.05	.19	.69
	5	.003	46.822	.05	.19	.79	.15
	6	.002	50.736	.06	.14	.01	.02

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Variance Proportions	
		SO	RU
1	1	.00	.00
	2	.04	.00
	3	.32	.01
	4	.07	.05
	5	.18	.08
	6	.39	.87

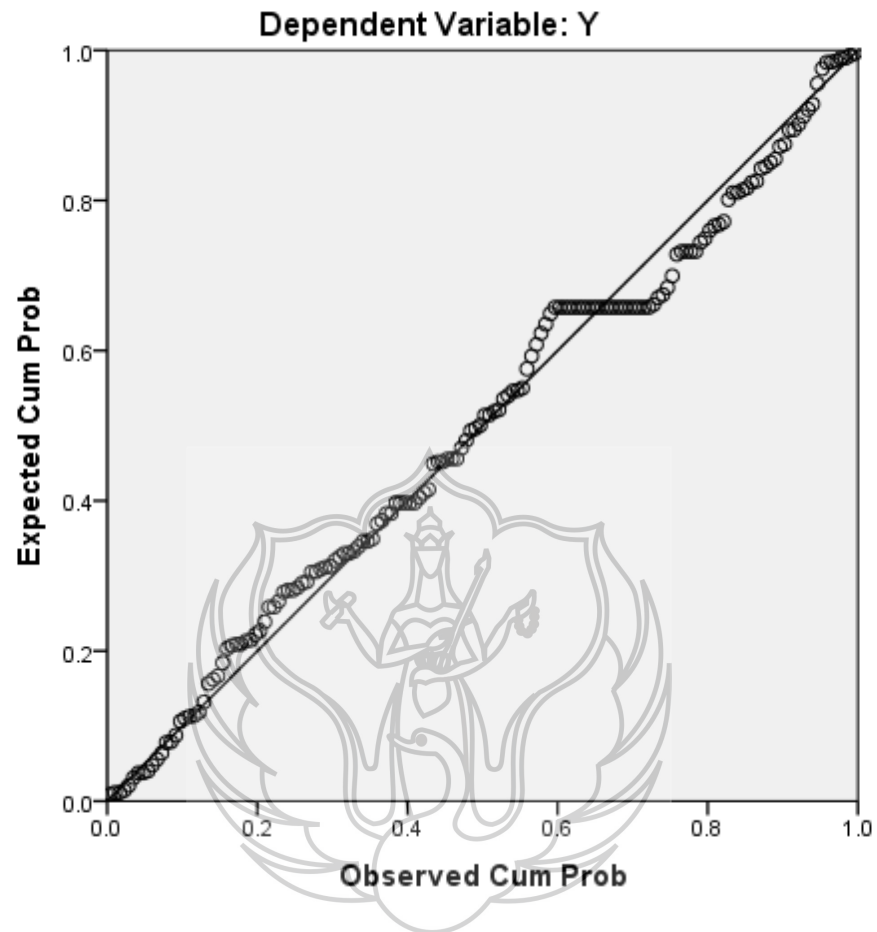
a. Dependent Variable: Y

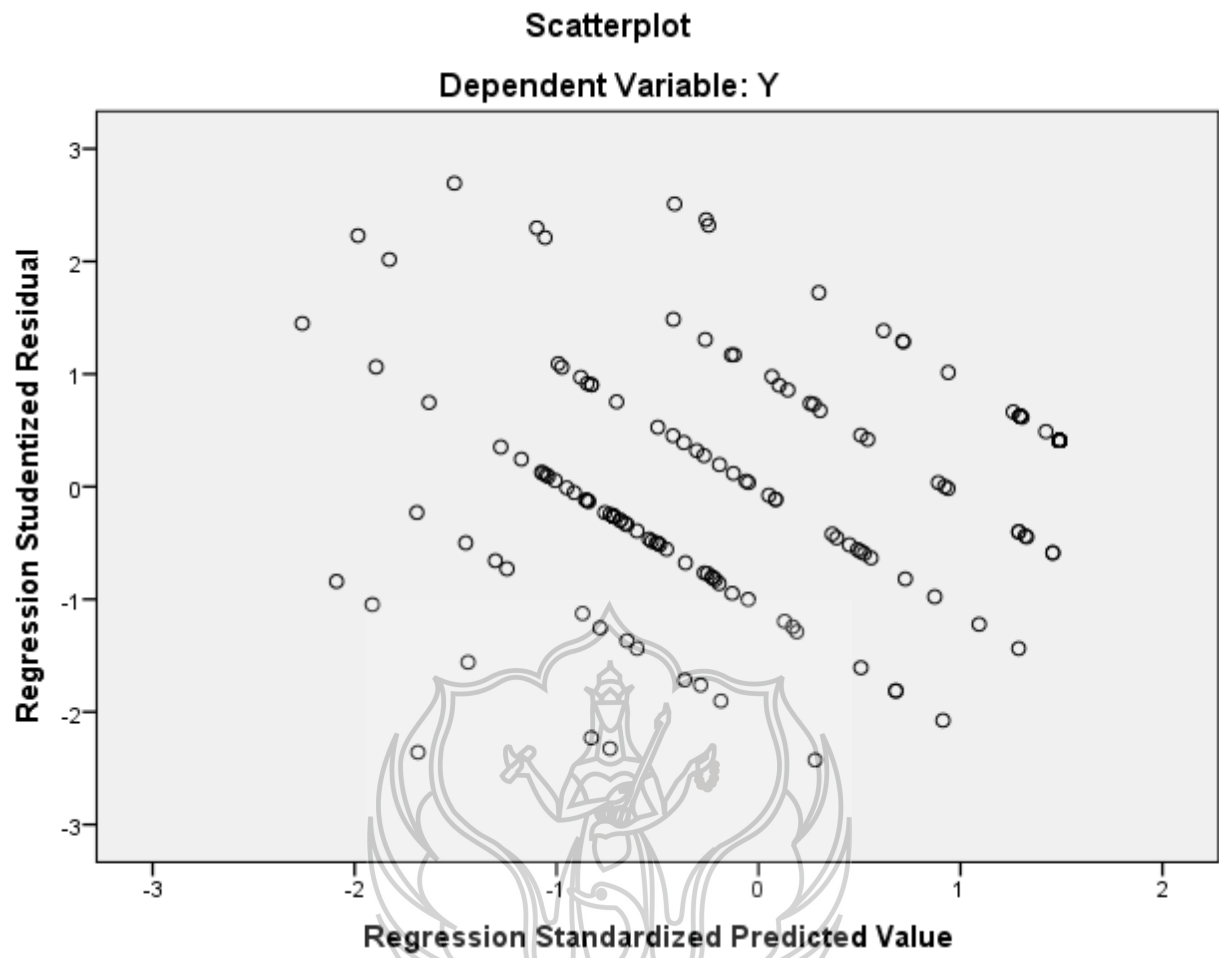
### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.62	14.60	13.02	1.063	160
Std. Predicted Value	-2.259	1.490	.000	1.000	160
Standard Error of Predicted Value	.097	.372	.182	.053	160
Adjusted Predicted Value	10.55	14.59	13.02	1.067	160
Residual	-2.316	2.582	.000	.963	160
Std. Residual	-2.368	2.640	.000	.984	160
Stud. Residual	-2.427	2.694	.001	1.006	160
Deleted Residual	-2.432	2.689	.001	1.006	160
Stud. Deleted Residual	-2.466	2.751	.001	1.014	160
Mahal. Distance	.572	21.988	4.969	3.718	160
Cook's Distance	.000	.083	.008	.014	160
Centered Leverage Value	.004	.138	.031	.023	160

## Charts

Normal P-P Plot of Regression Standardized Residual







## NPar Tests

### Notes

Output Created	04-DEC-2019 20:26:54	
Comments		
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	N of Rows in Working Data File	160
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax	NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Number of Cases Allowed <sup>a</sup>	196608

a. Based on availability of workspace memory.

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.96255237
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.066
Test Statistic		.068
Asymp. Sig. (2-tailed)		.071 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.